

SOCIAL MEDIA ACT 3: ENGAGING PATRONS

Tech Tools with Tine Webinar Series

Tine Walczyk – May 8, 2015

tine@trainers-r-us.com



WHAT'S OUR PLAN

- ❖ Examples of what libraries are doing with social media
- ❖ Developing support parameters
- ❖ Recommendations on how to get patrons involved and engaged.



WAYS TO CAPTURE YOUR AUDIENCE

- ❖ Automate to let them anticipate
- ❖ Challenges / Contests
- ❖ Framing
- ❖ Reputation
- ❖ Acknowledgements – patrons and employees
- ❖ Cliffhangers
- ❖ Disruption



LOOKING AT YOUR COLLEAGUES

Follow NYPL

Join NYPL's community of more than one million bookish fans and recommendations, library events, fun facts, and cool images.

Visit our [locations page](#) to find and connect with your favorite near.

Podcasts and Video

On the weekly New York Public Library Podcast you'll hear from: Wes Anderson, Malcolm Gladwell, and more. Subscribe on iTunes.

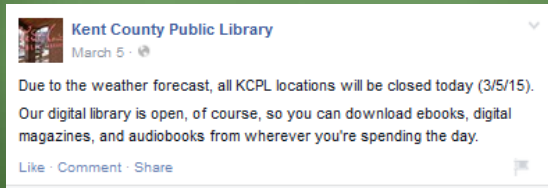
Subscribe to NYPL's YouTube channel for inspiring videos featuring:

Interests Pins Boards

Plano Public Library - Plan... 2,024 Pins • 1,202 Followers 	Augusta County Library 3,032 Pins • 646 Followers 	Barton Public Library 382 Pins • 386 Followers 	Toronto Public Library 3,567 Pins • 2,556 Followers 	Multnomah County Library 1,270 Pins • 476 Followers
Baldwin Public Library 1,023 Pins • 445 Followers 	Harris County Public Library 1,620 Pins • 2,220 Followers 	Rice Library 2,162 Pins • 1,201 Followers 	New York Public Library 2,140 Pins • 20,315 Followers 	Cincinnati Library 6,341 Pins • 7,328 Followers



BUSINESS AS USUAL



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SHOW OFF YOUR WEARS



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KEEP IT CURRENT / CHANGE IS GOOD



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FRAMING (NEW BOOK LIST)



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APPRECIATION




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SHARE YOUR PHOTOS



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CONTESTS

 **Burlington County Library System** added 50 new photos to the album: Pokémon Art Contest.
May 4 at 2:45pm · 🌐

Special thanks to all who submitted their artwork to our Pokémon Art Contest throughout the month of April. We had 51 entries which can all be viewed via the slideshow above! Take a look through the work of these talented young artists and see what rare Pokémon you can spot in the mix. Share your favorites with your friends and family!

Keep an eye on our website, where we'll announce the winner later this week!




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CHALLENGE

 **Seattle Library** @SPLBuzz · 23h

So far 725 donors have given to the Library. Can we make 1,500 by midnight? Give now! foundation.spl.org/Donate #GiveBIG

🔄 3 ★ 5 👤 ...


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HOLD A GIVEAWAY

 **Canton PublicLibrary** @CantonLibrary · May 2
Free Comic Book Day! We're giving away comic books, while supplies last.
catalog.cantonpl.org/record=g1004353

  2   ...



CROSS-POSTING

 Halifax Libraries retweeted
 **100in1dayHFX** @100in1dayHFX · Apr 22
What makes a city GREAT? We want to know! @ILOVELOCALHFX
@HalifaxReTales @FusionHalifax @hfxnovascotia @hfxpublib

  3  2  ...



AN ENDORSEMENT

 **NYPL The New York Public Library**
3 hrs · 

Funding for NYC libraries has been cut \$65 million since 2008. Stand with Judy Blume and tell City leaders that we must — we must — we must invest in libraries. <http://on.nypl.org/1JMrL7M>

“LIBRARIANS ARE MY HEROES.”
—Judy Blume, author

[SIGN A LETTER](#)

Tell City Leaders: Invest in Libraries
Over the past decade, City funding for libraries has been cut 20%. Tell Mayor de Blasio and City leaders that New Yorkers need more and deserve better.

ON NYPL.ORG



PROMOTE OTHERS

 **Burlington County Library System**
19 hrs · 

The Museum Pass program enables customers to visit area attractions. It's a great way for friends and families to enjoy education, cultural enrichment and fun. This service is sponsored by the library and various Friends groups associated with individual libraries.

MUSEUM PASS PROGRAM

Academy of Natural Sciences
Woodford Cedar Run Wildlife Refuge
Joggensen Museum
Museum of Modern Art
TheaterArts and Cultural Center Museum
many more!

The Museum Pass Program allows you to visit area museums for free!

BCLS: Museum Pass Program
Check out passes to local area attractions for yourself or the whole family!
BCLS.LIB.NJ.US



HOW TO SUPPORT IT

- ❖ Take a big idea or campaign and break it into pieces
 - Perhaps even use multiple tools to put it in the right place
- ❖ Build personal connection
 - Example – Khan Academy
- ❖ Humanizing your content
 - In-house contests, post work product, celebrate publicly
- ❖ Enlist your community – guest content, highlight your teens/book groups/“Friends” favorites



GOING VIRAL

- ❖ Start with great content
 - ❖ Create something that makes sense to viewers
 - ❖ Have a hook – (Taylor Swift Parody)
- <https://www.youtube.com/watch?v=IfNfnL64rOQ> ☺
- ❖ Give extra attention to audio and lighting
 - ❖ Use people who don't mind being in front of the camera
 - ❖ Push it everywhere



USE FACEBOOK ADS?

- ❖ Two options – Per day / life of the campaign
- ❖ Has a picture and a short blurb
- ❖ Uses
 - Direct people to your website / blog
 - Encourage Posts
 - Encourage Likes – increase page readership
 - Hold Contests
 - Target people in your service area
 - Increase program attendance



CREATE STORIES

- ❖ Pinterest boards for new items
 - <https://www.pinterest.com/burtonlibrary/library-displays/>
 - <https://www.pinterest.com/baldwinlib/wednesday-afternoon-bookclub/>
 - <https://www.pinterest.com/hcpl/ipads-in-the-library/>
- ❖ YouTube for instruction -
<https://youtu.be/jGbLWQYJ6iM?list=PL449FAEDB1DD2F9B4>
- ❖ Share changes and happenings with Flickr -
<https://www.flickr.com/groups/librarysnapshotday/pool/>



KEEP IT GOING

- ❖ Create an idea bank
- ❖ Build a stream of content
- ❖ Use your # on everything
- ❖ Don't forget templates
- ❖ And ... continue to watch others



MORE IDEAS

- ❖ Video ideas - <http://musingsaboutlibrarianship.blogspot.com/2010/08/12-library-videos-that-spoofs-movies-or.html#.VUpnQpPrsZz>
- ❖ Article on NYPL Get a Card campaign - <http://sherpablog.marketingsherpa.com/online-marketing/nypl-social-media-marketing/>
- ❖ Content providers ☺ - <http://www.mattanderson.org/blog/2014/12/13/200-librarians-to-follow-on-twitter/>



NEXT WEBINAR (5/22/2015)

❖ Online Fundraising

- Looking at projects big and small
- Identifying your Options
- Choosing the Right Tool to Meet Your Needs

